

## **Historic, Archive Document**

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Pat. No. 993

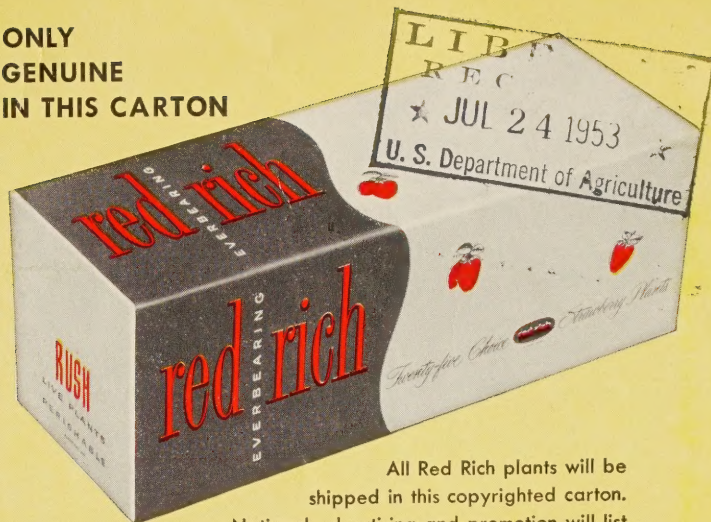
**red rich**  
EVERBEARING

TRADE MARK

*the amazing*  
**STRAWBERRY**

backed up by a sound merchandising  
program that means money to you

ONLY  
GENUINE  
IN THIS CARTON



All Red Rich plants will be  
shipped in this copyrighted carton.  
National advertising and promotion will list  
Red Rich as "Only Genuine in this carton"

**all dressed up...and going places!**



You'll go places, too...when  
you list and push the sale of  
this famous everbearing straw-  
berry plant. We sold out last  
year but for Fall 1953 and  
Spring 1954 we're set with a  
complete planting of 100 acres  
of new land entirely irrigated  
and scientifically supervised.



Be sure to use this Trade  
Mark in catalogs and ad-  
vertising. Cuts or repro-  
duction prints sent upon  
request.

*Exclusive*  
*National*  
*Distributors*

**judson**  
**nurseries**  
**WHOLESALE**

BRISTOL, INDIANA



# list these university tested *Strawberry Varieties*



## FALL 1953 and SPRING 1954 WHOLESALE PACK-OUT PRICE LIST

(Based on proposed Parcel Post increase)

Strawberry Plants—We ship under your label and pay postage. All plants guaranteed.

### JUNE BEARING

Variety	25	50	100	250	500	1000
Dunlap	.85	1.25	1.85	3.75	6.75	12.75
Blakemore	.85	1.25	1.85	3.75	6.75	12.75
Premier	.95	1.35	2.05	4.50	7.75	14.75
Robinson	.95	1.35	2.05	4.50	7.75	14.75
Catskill	.95	1.35	2.05	4.50	7.75	14.75
Sparkle	.95	1.35	2.05	4.50	7.75	14.75
Tenn. Beauty	.95	1.35	2.05	4.50	7.75	14.75
Armore	1.00	1.50	2.75	5.50	9.50	17.75
Empire	1.00	1.50	2.75	5.50	9.50	17.75
Vermilion	1.00	1.50	2.75	5.50	9.50	17.75
Bellmar	1.00	1.50	2.75	5.50	9.50	17.75
Shasta	1.00	1.50	2.75	5.50	9.50	17.75
Paymaster	1.00	1.50	2.75	5.50	9.50	17.75
Wisconsin 214	1.00	1.50	2.75	5.50	9.50	17.75
Plentiful	1.00	1.50	2.75	5.50	9.50	17.75
Jumbo (Trade Mark)	1.25	2.00	3.35	6.50	12.00	22.75
Crimson Flash	1.35	(Only limited quantity available this year)				
(Pat. Applied for)						

### EVERBEARING

Gem	1.20	1.95	3.25	6.25	11.50	21.75
Superfection	1.25	2.00	3.35	6.50	12.00	22.75
Streamliner	1.25	2.00	3.35	6.50	12.00	22.75
20th Century	1.75	3.00	5.50	4.50	27.50	52.85

Suggested retail prices for 20th Century: 25 for 3.95; 50 for 6.50; 100 for 10.00; 250 for 22.50; 500 for 40.00; 1000 for 75.00.

### RED RICH everbearing Plant Patent 993

Established	12	25	50	100	
Retail Price	2.95	5.00	8.50	15.00	(Note: For Fall Shipment list only 12 and 25 quantities)
Your cost	1.45	2.45	4.25	8.25	

**POTTED RED RICH**—Plant Patent 993. By merely adding a few lines to your Red Rich listing you can feature Potted Red Rich for shipment in June, July, August.

Potted Red Rich	12	24	48	96	
Retail	4.50	8.00	14.00	25.00	Plants are established in pots and shipped in soil in which they are grown. Prices are prepaid and plants guaranteed.
Cost	2.75	4.75	8.50	15.00	

Here are the best strawberry varieties recommended by several state experiment stations. Exhaustive tests with over 200 varieties were conducted in recent years and covered such features as yield, size, season of maturity, firmness, color, flavor, freezing value and resistance to diseases. Cash in on the fine publicity that will soon be telling the story of these new strawberries the country over. It's Judson for the latest and best in new varieties.

### JUNE BEARING (Brief descriptions)

**ARMORE** (Late midseason)—BIG is the word for Armore. BIG producer. BIG berries. Big harvests when the other June bearers are through. It proved more productive than over 200 other varieties. Unrivalled for flavor—unbeatable for sugar sweetness. Good shipper too—berries are firm and solid. Leave a fine row for the following year's crop. Proved so popular last year that it sold out by midseason. Best bet today for a late berry. Already a big favorite with commercial growers.

**BELLMAR** (Early midseason)—Looking for the best freezing June berry of them all? This is it—BELLMAR. The berry that stood head and shoulders above others in University freezing tests. It's a dark red berry, long conic in shape. A good producer with a fine sweet flavor.

**CRIMSON FLASH** (Early) (Pat. Applied for)—Sssshhh... we're just whispering about this new one. Listen—it's highly productive—its berries are big and wonderfully sweet, and... oh, oh, we'd better not say any more this year because the quantity is extremely limited.

**EMPIRE** (Late midseason)—From the New York State Agricultural Experiment Station, this new June bearer answers the demand for a fancy, good keeping strawberry. Its glossy red color and large size make it one of the most attractive of berries. Vigorous grower, high quality and good shipper. Ripens about one week after Premier.

**JUMBO** (Trade Mark) (Midseason)—Our choice for the All American June bearing. Jumbo has everything—everything the home gardener and commercial grower demand in an all-purpose strawberry. It is deep red all the way through and chock-full of real honey-sweet goodness. Berries are firm and solid for shipping and handling. In actual freezing tests Jumbo rated superior and records prove that it is one of the heaviest yielding strawberries known. Chances are—Jumbo will soon be your favorite.

**PAYMASTER** (Midseason) Similar to Sparkle but proved better in University tests. Paymaster rates highly productive and it's a good runner maker too. The berries are medium dark red inside and out and it stands high as a freezer. Firmness makes it an excellent shipper.

**PLENTIFUL** (Late midseason)—Here's the strawberry that earned its name by performance: Very highly productive in plants and yield. The berries are exceptionally large and a brilliant red. An excellent choice for heavy production when the demand is high after earlier varieties are through. Resistant to Red Stele and Leaf Spot.

**SHASTA** (Early midseason)—Here's a strawberry we especially recommend for the home gardener for dessert beauty and a unique and wonderful sweetness all its own. It ripens early and produces an excellent harvest of exquisitely flavored berries that are unusually large in size.

**VERMILION** (Early midseason)—Vermilion has undergone continuous and extensive testing at the University of Illinois and Experiment Stations throughout the United States. It is at the top of the list in quality and attractiveness. Berries are medium large and a glossy bright red. Resistant to Red Stele and Leaf Spotting diseases.

**WISCONSIN 214** (Early midseason) Here's a rare one... an extra big, full-bodied berry that rates tops for freezing. Brilliant red in color. Handles well. Excellent for canning and preserves.

### EVERBEARING

**20th CENTURY**—Highly recommended by Experiment Stations in many states; it rates superior in size, quality and production. Makes a vigorous growth of good sized plants. Bright red berries of fine texture and excellent flavor. Bears fruit within 60 days after planting until freezing weather.

**RED RICH** (Plant Patent 993) Please write for complete copy description. Color and black and white plates available for your catalog use. Be sure to feature "Genuine only" carton illustration when you list Red Rich. Also, be sure to get that extra profit by listing Potted Red Rich in your catalog for June, July and August shipping.



# profit with the PYRAMID

(TRADE MARK)

## CIRCULAR TERRACED GARDEN

Plan to list these fast moving Pyramids. We have color and black and white printing plates and photographs for your use. We will ship direct to you or to your customer under your label and follow up with the plants if you wish. Made of aluminum that coils up into a compact package for easy handling. Shipping cartons attractively printed for display use.

### A STRAWBERRY GARDEN IN 1/3 THE SPACE...

Made of tough aluminum alloy, the PYRAMID is long lasting, weathers beautifully and is a joy to own. Easy to erect. Complete assembly and planting instructions with each bed.

### TWO SIZES...



#### LARGE

This is the large four terrace PYRAMID. 6' in diameter, each aluminum band is 5" wide. Recommended for 50 strawberry plants. Complete list of optional accessories shown.



#### JUNIOR

This is the small three terrace PYRAMID. 4 1/2' in diameter, each aluminum band is 5" wide. Recommended as a garden centerpiece when planted with Polyantha roses, perennials and many flowers. Also accommodates 25 strawberry plants.

### PRICE LIST

	F.O.B. BRISTOL INDIANA	Postpaid Direct To Your Customers Using Your Shipping Tag	Suggested Retail Prices
JUNIOR PYRAMID	\$4.25	\$4.75	\$7.95
LARGE PYRAMID	5.50	6.15	9.95
ACCESSORIES FOR LARGE PYRAMID ONLY			
SUPPORT STRIPS	2.10	2.40	3.95
COVER (Plastic)	4.00	4.30	6.95
NET	4.00	4.30	6.95
SPRINKLER (Complete)	3.00	3.30	5.25



PAT. PENDING

### PYRAMID ACCESSORIES for large Pyramid only



#### SUPPORT STRIPS

If you plan on using either plastic cover or netting, strips must be installed first as support.



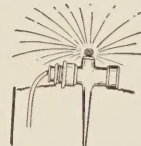
#### PLASTIC COVER

New type, weathers well. Acts as a cold frame or greenhouse for early planting and frost protection.



#### NETTING

Covers support strips and protects bed from birds. Also holds leaves in winter as cover.



#### COMPLETE SPRINKLER

Includes nozzle, copper tubing and hose connection at base. Runs through bed and out under bottom band to connect with garden hose.

### THE BEST PLANTS FOR PYRAMIDS

We recommend these everbearing strawberries for Pyramid planting—Red Rich, 20th Century.

## HOW THE JUDSON PACK-OUT PLAN WORKS AND MAKES MONEY FOR YOU

**RUSH - LIVE PLANTS**  
Your Name \_\_\_\_\_

TO: JUDSON PACK-OUT PLAN, 1000 N. 10TH AVE., CHICAGO, ILL. 60642

FROM: \_\_\_\_\_

QUANTITY: \_\_\_\_\_

PLANT: \_\_\_\_\_

DATE: \_\_\_\_\_

YOUR NAME \_\_\_\_\_

At no charge, we supply you with complete order-shipping tags that are printed with your name. You merely fill out the complete tag and send this to us. The tag is perforated so that all we do is detach the top part and use this for the parcel post label. The bottom half is returned to you as proof of shipment along with our invoice.

We have separate tags for: Strawberry Plants, Pyramid gardens and Perennials. Estimate your needs and let us know how many of each you will need and we will get these to you at once. Replacements—merely fill in tag the same as on regular order and mark "Replace".

**SALES AIDS** — Printing plates, Copy tips, Newspaper mats, Direct Mail folders are available for your use. Be sure to let us know what you need.

## JUD-PAK STRAWBERRIES FOR RETAIL OUTLETS

Packaged in a compact shipping carton that automatically opens up into a self-selling, space saving carton for counter display. Carton contains 24 packages of 25 strawberry plants per package. 600 plants per carton.



#### EVERBEARING

Gem	\$18.00 per case
Superfection	20.40 per case
Streamliner	20.40 per case
20th Century	30.00 per case

#### JUNE BEARING

Dunlap	\$12.00 per case
Blakemore	12.00 per case
Premier	13.20 per case





Cushion Mums



Delphinium



Carnation



Phlox

## COMPLETE PACK-OUT SERVICE ON ALL POPULAR PERENNIALS—BULBS

This popular line of perennials can fit into your pack-out business easily and profitably. Handled in the same efficient manner as our strawberry pack-out plan. Merely list them and we'll do the rest. We handle only the very finest number one perennial plants grown for our pack-out service.

### PERENNIALS—WHOLESALE PACK-OUT PRICE LIST FALL 1953 — SPRING 1954

FOR SPRING AND FALL PLANTING

We ship for you under your label and pay the postage. All plants guaranteed.

#### FALL PLANTING ONLY

Variety	3 Plants	6 Plants
<b>Iris</b> (German Bearded Iris)	\$1.25	\$2.25
3 year old Rhizomes		
White—Gudrun		
Deep copper red—Action Front		
Blue—Great Lakes		
Orange yellow—Olakala		
Multi-color—Prairie Sunset		
Reddish purple—Red Douglas		
<b>Oriental Poppies</b>	1.75	3.25
Scarlet red—Wurtemburgia		
Cameo pink—Helen Elizabeth		
Orange—Mrs. Perry		
Double orange—Salmon Glow		
Bright pink—New Perfection		
Dark red—Lulu A. Neely		
<b>Peonies</b> (3 to 5 eye divisions)	2.50	4.50
White—Festiva Maxima		
Pink—Sarah Bernhardt		
Red—Karl Rosenfield		
<b>DARWIN TULIPS—Mixed Colors</b>		
(Bulbs 11 to 12 CM.)	50 Bulbs 2.50	100 Bulbs 4.50

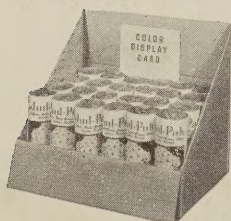
Variety	3 Plants	6 Plants
<b>Chrysanthemums</b>	\$1.20	\$2.10
(Yellow—Charles Nye,		
Pink—Betty		
Bronze—Huntsman		
Red—Red Velvet		
White—Polar Ice		
Lavender—Sawyer's Giant		
<b>Cushion Mums</b>	1.20	2.10
Yellow—Golden Carpet		
Bronze—Champion Cushion		
Red—Santa Claus		
White—Powder Puff		
Pink—Major Cushion		
<b>Tall Baby's Breath</b> (Gypsophila)	1.00	1.65
<b>Shasta Daisy</b>	1.00	1.65
<b>Painted Daisy</b>	1.00	1.65
<b>Delphinium</b> (Pacific Hybrids)	1.15	1.95
<b>Day Lillies</b> (Hemerocallis)	1.45	2.50
Yellow—Hyperion		
Orange—Gypsy		
Light Yellow—D.D. Wyman		
Wine red—Highland Chieftan		
<b>Columbine</b> (Aquilegia)	1.00	1.65
<b>Corn Flower</b> "Blue Moon" Stokesia	1.00	1.65
<b>Gaillardia</b> (Blanket Flower)	1.00	1.65
Golden Yellow—Sun God		
Burgundy—Red		
Red and Yellow—Dazzler		
<b>Carnations</b> (Red, Pink, White, Yellow) - 3 plants, 1.20 6 plants, 2.10		

Variety	3 Plants	6 Plants
<b>Phlox Subulata</b> (Creeping Phlox)		
Red—Atropurpurea	\$1.20	\$2.10
Blue—Blue Hill		
Pink—Moerheimi		
White—Alba		
<b>Hardy Phlox</b> (Phlox Decusata)	.80	1.30
White, crimson eye—Prime Minister		
Salmon pink, Crimson eye—Daily Sketch		
Flame Pink with salmon—Salmon Glow		
Salmon orange—Spitfire		
Plum red—Ruby Lee		
Red, Dark Red eye—Bright Eyes		
Scarlet Red—Flash		
Bright red—Leo Schlageter		
Lavender, white star—Starlight		
Rich violet—Royal Purple		
Blue—Ethel Pritchard		
Rose Pink—American Beauty	.95	1.60
White—World Peace		
Deep purple—Purplekrome		
Scarlet—Adonis		
White, tinted pink—Fidelio		
<b>Phlox Collection</b> (6 Phlox: Bright eyes, 1.25 Mary Louise, Flash, Daily Sketch, Royal Purple, Salmon Glow)		
<b>Old Fashioned Bleeding Heart</b>	1.95	2.75
<b>Hardy Asters</b> (Fall Blooming)	1.15	1.95
Red—Beechwood Challenger		
Blue—Blue Symphony		
Pink—Harrington's Pink		
White—Mt. Everest		

Wherever possible plant will be grown and shipped in Judson's new SOIL POT—for better customer acceptance—tops for shipping.

#### JUD-PAK PERENNIALS FOR RETAIL STORES

Be sure to write for complete information on our complete line of pack-aged perennials for retail stores.



**JUDSON WHOLESALE NURSERIES**  
BRISTOL, INDIANA